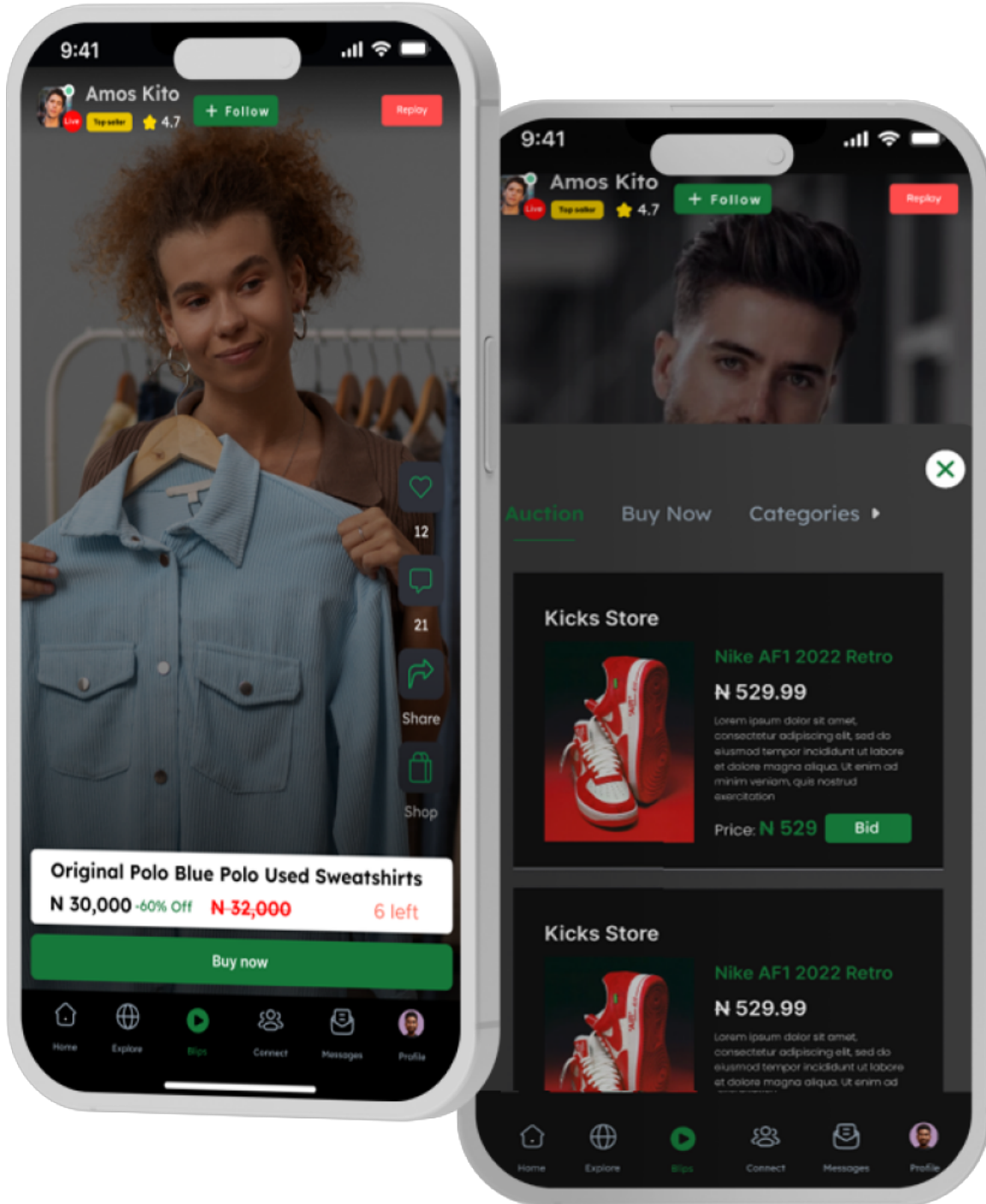


Hope for Nigerian Online Sellers: Auqli's 2025 Launch Brings the Future of Live Shopping to Nigeria and Africa

Auqli introduces a live shopping platform designed to bridge gaps in Nigeria's digital economy with innovative tools and a seamless user experience.



Ikeja, Lagos Jan 9, 2025 (Issuewire.com) - The live commerce revolution is gaining momentum worldwide, but in Nigeria, sellers and shoppers are struggling to keep up due to missing features on existing platforms. **Auqli**, a live shopping platform set to launch in 2025, promising to solve these challenges and transform the eCommerce experience for Nigerians.

Live shopping combines real-time video streaming with eCommerce, offering an engaging way for sellers to showcase products and buyers to shop with confidence. However, Nigerian entrepreneurs face unique obstacles, as many global platforms operating in the region lack crucial features like real-time interaction, accessible seller tools, and robust support systems tailored to local needs.

“Our team has spent months understanding the pain points in Nigeria’s live shopping space - trust, payments and transparency among others, we want to build a solution for every Nigerian and African business owner and entrepreneurial minds out there. I don’t see a reason why Africa is not ready for live shopping,” said **Paul Jatau**, CMO and Co-founder of Auqli. “Sellers are frustrated by the limitations of existing platforms. They can’t fully showcase their products or engage with their customers in real-time. Buyers, on the other hand, want trust and transparency. Auqli is here to change all of that.”

The Challenges Facing Live Commerce in Nigeria

For many Nigerian sellers, live commerce presents an exciting opportunity to reach customers directly. Yet the limitations of existing platforms have created roadblocks:

- **Incomplete Features:** Global platforms often strip down advanced features for regional markets, leaving sellers with inadequate tools to succeed.
- **Low Engagement:** Buyers expect real-time interaction, but sellers struggle to meet these demands without integrated chat or instant feedback systems.
- **Complex Interfaces:** Many platforms overwhelm sellers with overly complicated tools, making it difficult to navigate and grow their businesses.

Shoppers also face challenges, including limited transparency and the inability to engage with sellers in real-time. The result is a lack of trust, which hinders the growth of live commerce in Nigeria.

How Auqli is Solving the Problem

Launching in 2025, Auqli is built from the ground up to meet the specific needs of Nigerian sellers and shoppers. Key features of the platform include:

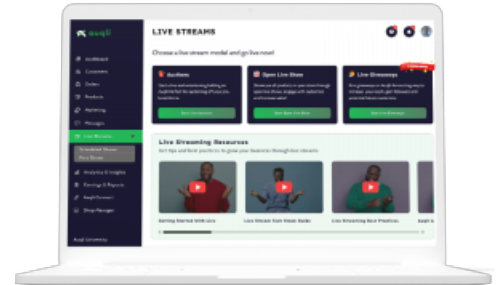
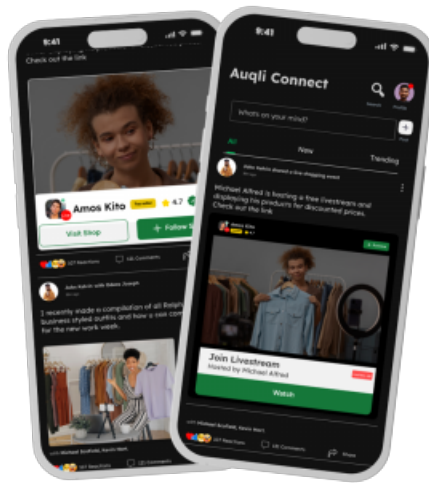
- **Real-Time Interaction:** Sellers can host live streams and respond instantly to buyer questions, creating a more engaging shopping experience.
- **User-Friendly Seller Tools:** With an intuitive interface, even first-time sellers can set up live shopping events effortlessly.
- **Complete Feature Set:** Unlike global platforms that limit functionalities, Auqli offers a comprehensive suite of tools, including interactive chat, product showcases, and sales tracking.
- **Localized Support:** The platform prioritizes addressing the unique challenges of Nigerian users, ensuring both sellers and buyers feel heard and supported.

“With [Auqli](#), we’re giving sellers the power to connect with their audience in real-time, build trust, and ultimately drive sales,” added Paul.

Join the Movement

As the live commerce trend continues to grow, Auqli is poised to lead the charge in Nigeria by empowering entrepreneurs and creating a seamless, engaging experience for shoppers. Sellers and buyers can now join the waitlist to be among the first to access Auqli when it launches in 2025.

Sign up for early access by joining the [Auqli Waitlist](#) and be part of the future of live commerce in Nigeria.



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